

Appl. No. 09/593,978

PATENT  
Docket No. EPI-023 US  
7008082001**Amendments to the Claims**

This listing of claims will replace all prior version, and listings, of claims in the application.

1. (Currently Amended) A computer system Apparatus for monitoring website activity, the computer system comprising:

a computer program executable by the computer ~~means~~ for tracking a visit to a website by a ~~visitor~~ plurality of visitors; and

~~means~~ for identifying ~~the~~ each visitor;

the computer program comprising:

~~means~~ computer instructions for monitoring progress of ~~the~~ each visitor to additional pages within the website;

~~means~~ for initiating direct communication with ~~the~~ at least one visitor according to the progress of the visitor to the additional pages within the website;

indicating the number of visitors accessing each of said additional page within the website; and

indicating the number of visitors comprises displaying a radar screen that provides on one screen a visual comparison of different locations within the website where the visitors are browsing.

2. (Currently Amended) The apparatus computer system as recited in claim 1 further including ~~means~~ computer instructions for indicating the number of visitors accessing each of said additional ~~page~~ pages within the website.

3. (Cancelled).

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4. (Cancelled).
5. (Currently Amended) The ~~apparatus-computer system~~ as recited in claim 1 wherein said ~~means computer instructions~~ for initiating direct communication with the visitor ~~comprises~~ comprise a text box which is presented to the visitor by a customer service representative, the text box further including ~~means computer instructions~~ for identifying the customer service representative to the visitor and an interactive dialog box for the exchange of information between the customer service representative and the visitor.
6. (Currently Amended) A method of providing customer service to a website visitor, the method ~~comprising the steps of:~~
- identifying to a website customer service representative that a visitor has accessed the website;
  - identifying the visitor to the customer service representative;
  - monitoring progress of the visitor to additional pages in the website;
  - operably connecting the customer service representative with the visitor; and
  - providing a dialog box from the customer service representative to the visitor such that instantaneous real-time communication is initiated between the customer service representative and the visitor based on the monitored progress of the visitor to the additional pages in the website;
- wherein detecting the browsing pattern comprises indicating that the visitor is navigating through pages of the website and providing the dialog box comprises directing the visitor to a page that is of interest to the visitor.
7. (Previously Presented) The method of claim 6, further comprising:

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detecting a browsing pattern from the monitored progress.

8. (Previously Presented) The method of claim 7, wherein detecting the browsing pattern comprises indicating that the visitor is purchasing an item; and providing the dialog box comprises helping the visitor purchase the item.

9. (Previously Presented) The method of claim 7, wherein detecting the browsing pattern comprises indicating that the visitor is actively seeking information; and providing the dialog box comprises providing desired information to the visitor.

10. (Cancelled).

11. (Currently Amended) The ~~apparatus-computer system~~ of claim 1, wherein the computer program further comprising comprises:

means computer instructions for detecting a browsing pattern from the monitored progress.

12. (Currently Amended) The ~~apparatus-computer system~~ of claim 11, wherein said ~~means computer instructions~~ for detecting the browsing pattern comprises ~~means computer instructions~~ for indicating that the visitor is purchasing an item; and said ~~means computer instructions~~ for initiating direct communication comprises ~~means computer instructions~~ for helping the visitor purchase the item.

13. (Currently Amended) The ~~apparatus-computer system~~ of claim 11, wherein said ~~means computer instructions~~ for detecting the browsing pattern comprises ~~means computer instructions~~ for indicating that the visitor is actively seeking information; and said ~~means computer instructions~~ for initiating direct communication comprises ~~means computer instructions~~ for providing desired information to the visitor.

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14. (Currently Amended) The ~~apparatus~~ computer system of claim 11, wherein said ~~means~~ computer instructions for detecting the browsing pattern comprises ~~means~~ computer instructions for indicating that the visitor is navigating through pages of the website; and said ~~means~~ computer instructions for initiating direct communication comprises ~~means~~ computer instructions for directing the visitor to a page that is of interest to the visitor.

15. (Currently Amended) The ~~apparatus~~ computer system of claim 1, wherein said ~~means~~ computer instructions for initiating direct contact comprises ~~means~~ computer instructions for sending a message to the visitor based on the monitored progress.